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Please replace the paragraph beginning on page 10, line 24 with the following paragraph:

Prior to placement into the apparatus 10, the labels 26 may be conjoined by way of a releasable liner material 27 (as seen particularly in Figure 10). When the labels 26 are conjoined in this way, they may be spooled on a label roller assembly 24 (see Figure 1) for facile dispensation into the apparatus 10. As seen in Figure 2, the spooled labels 26 may be manually threaded through the apparatus 10 prior to commencement of labeling process. The labels 26 and releasable liner material 27 are positioned in the apparatus 10 such that they are guided by rollers 106 past ~~an infrared sensor a~~ sensor assembly 108, a tensioner arm 110, and a label stripping assembly 112 (all of which will be hereinafter discussed). Thereafter, the liner material 27, having been stripped of the labels 26 by label stripping assembly 112, continues past rollers 106 and into a nip 114. The nip 114 is preferably provided by a drive roller 116 and a cooperating idler roller 118. The idler roller 118 is mounted at the distal end 119 of a pivoted lever arm 120 that is pivotally supported intermediate its ends 119, 119A and which the free end 119A is supported by an adjustable, spring biased tensioner 122. The drive roller 116 is designed to pull the backing material 27 through the apparatus 10 and after labels 26 have been removed, onto a take-up roll 28, as mentioned earlier.

Please replace the paragraph beginning on page 11, line ¹⁴4 with the following paragraph:

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As earlier mentioned, the labels 26 and backing material 27 are pulled through the apparatus 10 and past ~~[[a]]~~ the sensor assembly 108. The backing material 27 is preferably overprinted with a band of transparent UV ink, in order to define datum marks 124 (see particularly Figure 10). The sensor assembly 108, such as an infrared sensor, is arranged to detect the datum marks 124 between successive labels 26, so that the apparatus 10 can determine label 26 presence and spacing as well as incremental movement of the labels through the apparatus 10, and alternatively, determine where to form prints on successive labels 26, if supplied with a printer (not shown) for on demand label printing. In order to achieve this, the sensor assembly 108 comprises a light source (not shown), which illuminates the backing material 27 with UV light. UV light is reflected from the backing material 27 onto a UV sensor (not shown) disposed adjacent the light source. The output of the sensor is connected to a control unit via a level detector. In use, a greater amount of UV light is reflected by the backing material 27 when the datum marks 124 pass the sensor. The level detector is arranged to detect the increased output level of the sensor and in this manner an assembly control